

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of operating a telephony service on a telephony network, the method comprising:
~~establishing and/or requesting a telephonic connection and/or a call between a caller and a call recipient;~~
~~receiving a command signal initiated by the caller and/or the call recipient and/or the telephony network on a network device during any phase in the call process, the command signal comprising a data signal and/or tone; and~~
~~initiating a service to the caller and/or the call recipient, or initiating a transaction between the caller and the call recipient in response to receiving the command signal, the transaction being other than a standard call connect and/or disconnect command connection transaction, the transaction affecting billing for the telephonic connection.~~
2. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is initiated by the caller during a call set up phase ~~and/or or~~ a call connected phase.
3. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the call recipient is any person, a company or any other entity with a directory and/or dialed telephone number ~~transaction is a service provided to the caller or the call recipient.~~
4. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of further comprising transmitting a prompting prompt the caller and/or the call recipient indicating a request to provide the command signal.~~

5. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the ~~service and/or transaction are/is~~ is automatically ~~assembled~~ initiated in response to ~~various at least one~~ criteria, ~~including the caller and/or call recipient attributes and the called destination.~~

6. (Currently Amended) A method of operating a telephony service according to claim 5, wherein the ~~at least one criteria is an attribute associated with the caller and/or or call recipient attributes include credit and availability, and the called destination include mobile or fixed, and national or international.~~

7. (Previously Presented) A method of operating a telephony service according to claim 1, wherein the command signal is issued by the caller prior to the call connect command.

8. (Currently Amended) A method of operating a telephony service according to claim 7 wherein the command signal ~~can either be prefixed or postfixed to the call recipient's directory and/or is appended to a dialed telephone number.~~

9. (Currently Amended) A method of operating a telephony service according to ~~claims~~ claim 1, wherein the data signal ~~and/or tone relates to~~ is associated with the activation of ~~at least one of the “*”, “0” or “#” keys of the telephone equipment of the caller key of a telephone.~~

10. (Currently Amended) A method of operating a telephony service according to claim 9, wherein ~~each of the “*”, “0” or “#” a plurality of keys [[is]] are~~ associated with a different category of service or transaction ~~plurality of transactions, and wherein each of the plurality of keys is associated with a single transaction from among the plurality of transactions.~~

11. (Currently Amended) A method of operating a telephony service according to claim 10, wherein [[the]] a “*” key is associated with telephony and billing functions, [[the]] a “0” key is associated with interactive network operator and information services access, and [[the]] a “#” key is associated with commercial banking transactions between the caller and the call recipient.

12. (Currently Amended) A method of operating a telephony service according to claim 1, wherein a dedicated key is used to provide the command signal is received from a telephone, and wherein the telephone, upon activation of a dedicated key, transmits the command signal.

13. (Currently Amended) A method of operating a telephony service according to claim 12, wherein the dedicated key is selected from a group comprising [[the]] a “@” symbol, a ~~colour~~ color coded key, ~~and~~ a programmable key, a and/or menu item, and a and/or button.

14. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal is received from a telephone, and wherein the telephone, upon activation of provided using a biometric trigger, based on either voice and/or fingerprint recognition transmits the command signal.

15. (Currently Amended) A method of operating a telephony service according to claim 1, wherein the command signal comprises ~~audio tones and/or data signals and/or signals transported over control channels and/or the network~~ an audio tone transmitted from a mobile telephone.

16. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of further comprising~~ automatically associating a function indicated by the command signal with the caller as identified by the directory a telephone number of the caller.

17. (Currently Amended) A method of operating a telephony service according to claim 16, wherein the ~~directory~~ telephone number of the caller is ~~established by~~ derived from a caller line identity (CLI).

18. (Currently Amended) A method of operating a telephony service according to claim 1, ~~which includes the step of~~ further comprising automatically associating the ~~function~~ indicated by transaction with the command signal ~~with~~ based on the call recipient, ~~as~~ indicated by the ~~directory telephone number entered when establishing the telephonic association.~~